UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/672,363	09/28/2000	Juhnyoung Lee	YOR920000674US1	7560

29683 7590 10/06/2005		EXAMINER	
HARRINGTON & SMITH, LLP 4 RESEARCH DRIVE SHELTON, CT 06484-6212		WINDER, PATRICE L	
		ART UNIT	PAPER NUMBER
		2145	

DATE MAILED: 10/06/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

PTO-90C (Rev. 10/03)

	Application No.	Applicant(s)	
Office Action Summary	09/672,363	LEE, JUHNYOUNG	
	Examiner	Art Unit	
	Patrice Winder	2145	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *18 July 2005*.

2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-29* is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-29* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 103

1.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

2.   Claims 1-18, 20-27 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Ross, Jr. et al., USPN 6,629,135 B1 (hereafter referred to as Ross) in view of

Leshem et al., USPN 5,870,559 (hereafter referred to as Leshem)

3.   Regarding claim 1, Ross taught a computer interface to an online store (column

3, lines 6-13) comprising:

one or more product pages that have product information about one or more

products, the product information obtained from the online store (column 6, line 59 –

column 7, line 13, column 7, lines 21-25, column 8, lines 61-65); and

an analysis data window that has analysis data about effectiveness of a

respective one or more product pages (column 8, lines 6-19, column 15, lines 36-47), a

type of analysis data being determined automatically by determining a type of analyst

that uses the interface (column 6, lines 13-23, column 7, lines 45-53, column 11, line 59

– column 12, line 12) and the analysis data window presented in proximity to the

respective product page (column 14, lines 21-35). Ross does not specifically teach the

data analysis window presently concurrently to the respective product page. However,

Leshem taught a data analysis window presently concurrently to a respective product

page (column 15, lines 58-65, column 16, lines 5-10). It would have been obvious to one of ordinary skill in the art at the time the invention was made that incorporating Leshem's a data analysis window concurrently and in proximity to a respective product page in Ross's system for providing data analysis improvement management. The motivation would have been because an administrator can associate specific activities with specific product pages.

4.   Regarding dependent claim 2, Ross taught where the type of analyst includes any one or more of the following: an administrator (column 17, lines 43-48), a marketer, a merchandiser, a Web designer (column 11, lines 58-62), a store owner of the online store (column 6, lines 7-11), a system analyst, a product analyst, and a sales analyst.

5.   Regarding dependent claim 3, Ross taught where the analysis data window further comprises any one or more of the following types of analysis data:

analysis data on one or more products on the product page (column 8, lines 42-54), analysis data on one or more of the product pages (column 8, lines 35-41), and analysis data on one or more components of one or more of the product pages.

6.   Regarding dependent claim 4, Ross taught where the analysis data window comprises analysis data on one or more products on the product page and the analysis data comprises any one or more of the following:

one or more conversion rates, one or more count measure conversion rates, one or more derived measure conversion rates, one or more sales measures (column 8, lines 31-34), one or more dimensions, one or more time dimensions (column 8, lines 26-30), one or more customer dimensions, one or more merchandising cue dimensions,

one or more shopping metaphors, one or more product category dimensions, one or

more basket placement counts (column 8, lines 35-38), one or more purchase counts

(column 8, lines 35-38), one or more return counts, a ratio of purchases to number of

basket placements, a ratio of number of returns to number of purchases, a sales value

(column 8, lines 39-41), a profit, an average price, and an average profit margin.

7.   Regarding dependent claim 5, Ross taught where the analysis data window

comprises analysis data on one or more product pages and the analysis data comprises

any one or more of the following:

one or more conversion rates, one or more count measure conversion rates, a

number of impressions (column 8, lines 24-30), a number of clickthroughs (column 8,

lines 35-41), one or more derived measure conversion rates, a number of clickthroughs

per number of impressions, a number of basket placements per number of

clickthroughs, a number of purchases per number of basket placements, a number of

purchases per number of impressions, a number of purchases per number of

clickthroughs, one or more sales measures (column 8, lines 39-41), one or more

dimensions, one or more time dimensions (column 8, lines 26-30), one or more

customer dimensions, one or more merchandising cue dimensions, one or more

shopping metaphors, one or more product category dimensions, one or more basket

placement counts (column 8, lines 35-38), one or more purchase counts, a sales value

(column 8, lines 39-41), a profit, an average price, and an average profit margin.

8.   Regarding dependent claim 6, Ross taught where the respective product page is

a web browser page (column 8, lines 61-65).

9.   Regarding dependent claim 7, Ross taught where one or more components of
the respective product page is a hyperlink to one or more other product web pages
(column 13, lines 45-51).

10.   Regarding dependent claim 8, Ross taught where the one or more components
of the Web browser page displaying the selected product are any one or more of the
following: one or more products (column 13, lines 45-51), product pages (column 6,
lines 59-67), hyperlinks (column 13, lines 45-51), Web applications (column 16, lines 5-
20), and Web design features (column 12, lines 41-53).

11.   Regarding dependent claim 9, Ross taught where the Web applications are one
or more of search (column 7, lines 45-49), shopping cart placement, registration
(column 6, lines 12-17), checkout (column 16, lines 28-38), mail to friend, wish lists, gift
registries, calendars, custom-configuration of products, buyer's groups, chatting, e-mail
notification, and in-context sales.

12.   Regarding dependent claim 10, Ross taught where the Web design features are
one or more of media type, font, size, color, and location (column 12, lines 41-53).

13.   Regarding claim 11, Ross taught method (abstract) comprising the steps of:

        providing on a user interface one or more product pages that have product
information about one or more products on a user interface , the product information
obtained from an online store (column 6, lines 59 - column 7, line 13, column 8, lines
61-65); and

        providing on the user interface an analysis data window that has analysis data
about effectiveness of a respective product one of the one or more product pages

(column 8, lines 6-19, column 15, lines 36-47), a type of analysis data determined by a user that uses the interface and the analysis data window presented in proximity to the respective product page (column 14, lines 21-35), the user being in a user class and the type of analysis being determined automatically by the user's user class (column 6, lines 13-23, column 7, lines 45-53, column 11, line 59   column 12, line 12). Ross does not specifically teach the data analysis window presently concurrently to the respective product page. However, Leshem taught a data analysis window presently concurrently to a respective product page (column 15, lines 58-65, column 16, lines 5-10). It would have been obvious to one of ordinary skill in the art at the time the invention was made that incorporating Leshem s a data analysis window concurrently and in proximity to a respective product page in Ross s system for providing data analysis improvement management. The motivation would have been because an administrator can associate specific activities with specific product pages.

14.   Regarding dependent claim 12, Ross taught where the user class includes any one or more of the following: a customer (column 16, lines 6-19), a merchant (column 6, lines 7-11), a business analyst, a marketer, a merchandiser, an administrator (column 17, lines 43-48), a programmer, and a Web designer (column 11, lines 58-62).

15.   Regarding dependent claim 13, Ross taught where the user is registered to the online store by the user's role in the store (column 6, lines 16-22, column 11, lines 63-67).

16.   Regarding dependent claim 14, Ross taught where a selected one of the one or more product pages is a web browser page (column 8, lines 61-65).

17.   Regarding dependent claim 15, Ross taught where the analysis data is presented in the analysis data window concurrently with and in proximity to the web browser page on the interface (column 14, lines 21-35).

18.   Regarding dependent claim 16, Ross taught where the analysis data window is produced by a software program that starts automatically when the user requests the web browser page of a selected product (column 14, lines 25-35).

19.   Regarding dependent claim 17, Ross taught where the analysis data window software program automatically starts only when the user is a member of a selected user class which affiliates with the online store (column 6, lines 16-22, column 11, lines 63-67).

20.   Regarding dependent claim 18, Ross taught where the user class of the user making a request to the online store is identified by the store before the analysis data window is provided on the interface (column 6, lines 16-22, column 11, lines 63-67).

21.   Regarding dependent claim 20, Ross taught further comprising a perusal step that automatically browses and filters a set of product pages and their analysis data based on a profile of the user (column 6, lines 24-29, column 12, lines 13-18, column 17, lines 55-59).

22.   Regarding dependent claim 21, Ross taught where the perusal step provides in the interface one or more criteria of filtering one or more product pages (column 8, lines 25-41, column 15, line 36   column 16, line 4).

23.   Regarding dependent claim 22, Ross taught where the criteria of filtering is based on any one or more the following:

one or more attributes of the pages, one or more components of the pages, and one or more of the analysis data (column 8, lines 6-41, column 15, line 56   column 16, line 4).

24.   Regarding dependent claim 23, Ross taught where the product page perusal step automatically retrieves specified product pages and the respective analysis data from the online store (column 8, lines 35-41).

25.   Regarding dependent claim 24, Ross taught where the product page perusal step parses the content of retrieved product pages and the respective analysis data, and selects product pages that meet one or more criteria given by the user (column 8, line 36-41, column 16, lines 1-4).

26.   Regarding dependent claim 25, Ross taught where the product page perusal step creates a list of selected product pages that contains page name, analysis data summary, and hyperlink for each selected product page (column 8, lines 6-11, 36-41, column 16, lines 1-4).

27.   Regarding dependent claim 26, Ross taught where the user can use the list of selected product pages created by the product page pursuer program to manually examine product pages and their analysis data by using a web browser (column 6, lines 3-7, column 7, lines 45-53, column 8, lines 6-11, column 13, lines 45-51, column 15, lines 36-41).

28.   Regarding claim 27, Ross taught a computer program embodied on a computer readable medium and comprising computer program instructions for directing at least

one computer to provide an interface to an online store (column 3, lines 6-13),

comprising:

first computer program instructions for defining and managing product pages

each containing product information concerning at least one product of the online store

(column 6, line 59- column 7, line 13, column 7, lines 21-25, column 8, lines 61-65); and

second computer program instructions, responsive to stored analysis data that

represents a historical record of use of the product pages by customers and potential

customers of the online store and that indicates an effectiveness of the product pages,

to display an analysis data window in proximity to a respective one of the product pages

(column 14, lines 21-35), where a specific type of analysis data that is displayed in the

analysis data window is determined automatically by determining a type of analyst that

uses the interface (column 6, lines 13-23, column 7, lines 45-53, column 11, line 59

column 12, line 12). Ross does not specifically teach the data analysis window presently

concurrently to the respective product page. However, Leshem taught a data analysis

window presently concurrently to a respective product page (column 15, lines 58-65,

column 16, lines 5-10). It would have been obvious to one of ordinary skill in the art at

the time the invention was made that incorporating Leshem s a data analysis window

concurrently and in proximity to a respective product page in Ross s system for

providing data analysis improvement management. The motivation would have been

because an administrator can associate specific activities with specific product pages.

29.   Claims 19, 28-29 are rejected under 35 U.S.C. 103(a) as being unpatentable

over Ross and Leshem, further in view of Gupta et al., USPN 6,226,752 B1 (hereafter

referred to as Gupta), as applied to claims 18 and 27, above.

30.   Regarding dependent claim 19, Ross does not specifically teach user class is

examined by using a cookie. However, Gupta taught where the user class is examined

by using a subfield of a "cookie" that is attached to the request (column 12, lines 24-61).

It would have been obvious to one of ordinary skill in the art at the time the invention

was made that incorporating Gupta s cookie in Ross s affiliate commerce system would

have improved efficiency. The motivation would have been to not require the user to

reenter login information (Gupta, column 12, lines 54-58).

31.   Regarding dependent claim 28, Ross does not specifically teach the type of

analyst is determined by a cookie. However, Gupta taught where the type of analyst is

determined automatically by extracting data from a user information field of a cookie

(column 12, lines 24-61). For motivation for combination see claim 19, above.

32.   Regarding dependent claim 29, Ross does not specifically teach the type of

analyst is determined by a cookie. However, Gupta taught where the type of analyst is

determined automatically by extracting data from a user class subfield of a cookie

(column 12, lines 24-61). For motivation for combination see claim 19, above.

Response to Arguments

33.   Applicant's arguments with respect to claims 1-30 have been considered but are

moot in view of the new ground(s) of rejection.

Conclusion

34.   Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
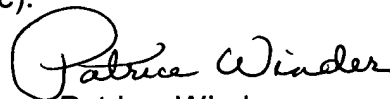
A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

35.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to Patrice Winder whose telephone number is 571-272-3935. The examiner can normally be reached on Monday-Friday, 10:30 am-7:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner s supervisor, Rupal Dharia can be reached on 571-272-3880. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

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For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free).

Patrice Winder
Primary Examiner
Art Unit 2145

October 1, 2005